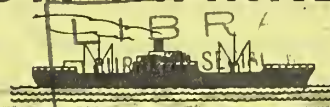


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Spotlight

ON FOREIGN MARKETING



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TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

Vol. III, No. 5

SALES OF BEEF AND DAIRY BREEDING CATTLE TO LATIN AMERICA

have increased as a result of new 104(a) market development projects. Equadorian cattlemen, who came to the U. S. last Spring to look over American dairy and beef breeding stock, have bought about \$50,000 worth in initial orders. More sales are expected to follow as a result of this trip.

Details of the project were managed by John Montel, our agricultural attache in Quito, with the assistance of U. S. breed associations and Fred Lege, III, marketing specialist, FAS Dairy and Poultry Division.

Another boost to U. S. cattle sales resulted from U. S. breed association representation at the First National Venezuelan Livestock Exposition, held in Valencia last March. Fred Lege, III, who assisted Ray Ogg in handling arrangements for U. S. representation, said verbal commitments for up to \$205,000 worth of U. S. cattle resulted from the visit of 27 U. S. breed representatives.

Much enthusiasm for trade in cattle is being generated from these types of two-way visits made by U. S. and South American cattlemen.

PERU TO BUY SOYBEAN OIL WITH DOLLARS following a convincing demonstration by the attache, the American Soybean Council, and FAS marketing specialists. Until the demonstration was made, Peruvians were convinced that soybean oil was unsuitable for food uses in their country. This successful 104(a) market development project has resulted in bids for an initial order of 1,000 tons of U. S. soybean oil.

TOBACCO PROMOTION PAYS OFF IN FRANCE. Sale of French cigarettes containing U. S. tobacco continued to rise, according to last year's sales records. Combined sales of five principle brands containing light U. S. tobacco rose about 10 percent from the previous year. Particularly gratifying to FAS was the fact that the two brands which were being promoted through a joint market development campaign by the U. S. tobacco industry and the French Monopoly rose much more sharply than the rest. These were: "Gitanes," which rose 20 percent; and "Royale," which rose 55 percent.

COMMODITY PRICES WILL BE ISSUED WEEKLY to agricultural attaches from now on. For the past two years these prices have been published on Page 4 of Spotlight. After making inquiries to attaches we found that once-a-month price information does not reflect a true picture of current price changes. The new service will still be handled by the Spotlight office, but circulation will be limited to attaches and selected individuals in FAS.

A KUDO FOR TERMOHLEN came recently from officials of the Japan Nutrition Association. Cited was Dewey's work with this Japanese trade group on the kitchen bus, bakers school, and school lunch projects. All were launched in 1956 at the time of the first U. S. agricultural exhibit in Osaka.

The projects are all part of the Association's food life improvement campaign. Most spectacular of the projects has been the kitchen buses which toured the prefectures. In a period of 30 months 12 buses were used in 13,000 wheat food demonstrations for an audience of over one million. During this time the office of the agricultural attache and U. S. trade groups cooperated fully with Japanese trade people, gaining not only new and lasting friends, but new customers for U. S. farm products.

Said the Association's letter in closing, "I would like to express my hearty thanks to the friendship of Mr. Termohlen for contributing to the improvement of the Japanese food life (campaign)...."

DEMAND FOR QUALITY U. S. POULTRY BREEDING STOCK AROUND the world is increasing rapidly. One well-known U. S. breeder recently spoke of the great progress in the poultry industry through research programs. Specifically mentioned was the tremendous job of progeny testing going on in this country. He pointed out, further, that it would take most foreign countries 25 years to catch up with our poultry breeding program, adding that it is economically desirable for these areas to come to the best sources here in the U. S. for their breeding stock.

U. S. -TYPE FILTER CIGARETTES FEATURED AT POZNAN International Trade Fair (June 7-21). The occasion marked the first time that a U. S. tobacco exhibit was shown in an Eastern European satellite country. It was sponsored by USDA, in cooperation with the U. S. Dept. of Commerce and the U. S. tobacco trade.

This exhibit was a follow-up to the 104(a) market development which brought the Director of the Polish Tobacco Monopoly and three of his assistants to the U. S. last Fall.

USDA POSTPONES CHANGE IN WHEAT MOISTURE CHART FOR AT LEAST A YEAR. Use of the revised chart, beginning June 15, 1959, had been announced in Spotlight, Vol. III, No. 4. During the postponement, further studies will be made of the behavior of the two classes of eastern-grown wheat from the 1959 crop when tested with the Weston Moisture Meter.

Meanwhile, the chart which becomes effective for soft red winter wheat July 1, 1959, and for white wheat (eastern production) on August 1, 1955, will continue in use.

OLD WHEAT STILL MAKES GOOD BREAD, according to a series of tests conducted by ARS baking technologists. Fair to good bread was made of wheat that had been in storage for up to 33 years. Wheat's ability to germinate decreased progressively with age, but nonviability interferes little in the quality of bread. Details upon request.

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"BUFFET U. S. A." TESTED IN SWITZERLAND. Profiting from observations made from one of Phil Eckert's buffets in Stuttgart, Germany, Irwin Hedges decided to do something similar in Basel on April 29. The institute of American Poultry Industries and the Florida Citrus Commission cooperated and 100 guests attended. Since the experiment, Irwin says, the attache office has received numerous requests from Swiss importers who wish to be put in touch with U. S. suppliers. Irwin was delighted with the outcome as was the Florida Citrus Commission. We haven't yet heard from IAPI.

Note: A packet of material on buffet luncheons, including reports on both the German and Swiss experiments, will be mailed to all attache posts in the near future.

THE 1959 MAID OF COTTON IS ON WORLD TOUR with a crowd-stopping wardrobe representing fashions typical in the 11 countries she will visit. Although Miss Malinda Berry will carry a 40-costume collection of American fashions, her primary mission is to stimulate interest of each of the country's style leaders in cotton fashions of their own designers and artists. Names of the dresses in the international wardrobe make an exciting glossary of world fashion. For example, Miss Berry's collection includes a Japanese kimono, a kamise and gharara from Pakistan, a cheongsam from Hong Kong, an Indian sari, and a patadyong from the Philippines.

The Maid of Cotton's trip is designed to widen the world of cotton fashions and to promote wider general use of this natural "miracle fiber." The world tour, now under way, is the first ever undertaken by the Maid. Previous tours have been to Western Europe and South America.

RUSSIANS WILL TASTE FROZEN ORANGE JUICE AND PREPARED MIXES when the U. S. exhibit opens its doors in Moscow on July 25. Although no new markets are expected because of this "penetration" of U. S. convenience foods behind the Iron Curtain, the selection of these items once again, illustrates the growing interest abroad in our labor-and-time-saving frozen and pre-mixed foods.

INTEREST IN U. S. POULTRY BREEDING STOCK IS SHOWING UP IN DENMARK. A North Jutland poultry cooperative has proposed joining with 3 other cooperatives in requesting the Ministry of Agriculture to permit imports of poultry breeding stock and has expressed interest in U. S. stock. U. S. poultry breeding stock has not previously been imported because of the danger of introducing Newcastle disease to Denmark. Increased European demand for U. S. stock has followed expansion of demand for U. S. poultry meats. U. S. exports of such meats to Europe climbed from 425 thousand pounds in 1954 to over 23 million in 1958.

ONE OF DENMARK'S LEADING TOBACCO MANUFACTURERS has placed a new brand of cheroots on the market packaged expressly to appeal to smokers in "Common Market" countries. The text on the wrapper is in English and includes a statement that the brand is made for export to the "Common Market." To add to the deluxe character of the package, a print of the Danish Royal crown and national coat of arms is shown. Aluminum foil is used as lining. Common Market consumers, particularly those in Germany, Netherlands, and Belgium, are among the biggest cigar smokers in the world.

Denmark has consistently been a buyer of high quality U. S. tobaccos.

INITIAL SHIPMENT OF LIQUID LARD may pave the way for an easier, more economical method of exporting U. S. lard and tallow to world ports. The first shipment was sent from Chicago to Liverpool via the newly-opened St. Lawrence Seaway on one of several newly-converted British freighters.

According to packinghouse authorities, shipping the product in liquid form offers many advantages over conventional methods. Packaging and shipping costs are lower, enabling Mid-Western lard to compete successfully in the U. K. against continental animal fats. They also said that the advantages of the new technique accrue basically to the purchaser since the lard is generally sold f.o.b. The basic advantage of holding the lard in liquid form is its ease of discharge at the home port.

Although this shipping technique is in the experimental stage, subject to modification, it is a development well worth watching in the future.

IRISH LASSIES WEAR COTTON FASHIONS INSPIRED BY U. S. MUSICAL COMEDY. Back in 1957, following a showing of "Oklahoma" in Dublin, the promotional-minded manager of the largest manufacturer of ladies and childrens dresses in that city adopted a new brand name -- "Oklahoma Cottons." In January 1958, while the toe-tapping tunes from the famed musical were still being played throughout Ireland, the new dresses appeared on the market. Another hit was made. The firm found that the large reservoir of goodwill which exists in Ireland for American products has added sales appeal to the name "Oklahoma Cottons."

Following local success of the new dresses, an export market is being developed and promises to expand. Over 75 percent of the cotton fabrics used by Ireland's largest manufacturer of women's and children's dresses come from the U. S.

CCC MONTHLY SALES LIST FOR JUNE 1959 INCLUDES: Butter, nonfat dry milk, cheddar cheese, cotton (upland and extra long staple), peanuts, wheat, rice (rough and milled), corn, oats, barley, rye, grain sorghums, dry edible beans, flaxseed, soybeans, burley tobacco, gum rosin, gum turpentine, and tung oil.

Principal changes in the list for June are a shift to a 1958-crop basis for pricing soybeans, and the removal of refined cottonseed oil from the list because all stocks have been sold.

All commodities currently offered for sale by CCC, plus tobacco from CCC loan stocks, are eligible for export sale under the CCC Export Credit Sales program. The following commodities are currently eligible for barter: Cotton, tobacco, rice, wheat, corn, oats, barley, sorghum grain, soybeans (1957 crop), butter, cheddar cheese, and nonfat dry milk. This list is subject to change from time to time.

Interest rates per annum under the CCC Export Credit Sales program for June 1959 are 4-1/8 percent for periods up to six months, 4-5/8 percent for periods from over six and up to 18 months, and 5-1/8 percent for periods from over 18 months up to a maximum of 36 months.

"COTTON TRAIN" TOURS SWITZERLAND to help publicize Swiss Cotton Week (May 23-30). According to Irwin Hedges, attache in Bern, the four-car special train included a display of representative uses of cotton, from fashionable dresses and play clothes to household items made of cotton. The film, "Cotton - Nature's Wonder Fiber," was shown. Further details are expected later.